

## CONTRACT

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 559641 /		<u>Alt Order #</u> 07888660
<u>Product</u> American Crossroads		
<u>Contract Dates</u> 10/02/12 - 10/08/12	<u>Estimate #</u> 11/27/692	
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/02/12	10/07/12	NewsChannel 3 News	5-6am		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1111--				4	\$485.00			
2	3	10/08/12	10/08/12	NewsChannel 3 News	5-6am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$485.00			
3	3	10/02/12	10/07/12	NewsChannel 3 News	6-7am		:30			NM	4	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1111--				4	\$630.00			
4	3	10/08/12	10/08/12	NewsChannel 3 News	6-7am		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$630.00			
5	3	10/02/12	10/07/12	CBS This Morning	7-9a		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$210.00			
6	3	10/08/12	10/08/12	CBS This Morning	7-9a		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$210.00			
7	3	10/06/12	10/06/12	Early Show Saturday	9-11am		:30			NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$155.00			
8	3	10/07/12	10/07/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,035.00			
9	3	10/07/12	10/07/12	Face the Nation	1030-11am		:30			NM	1	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,245.00			
10	3	10/02/12	10/07/12	Price Is Right	11am-12n		:30			NM	4	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1111--				4	\$630.00			
11	3	10/08/12	10/08/12	Price Is Right	11am-12n		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$630.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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559641 /	07888660

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	American Crossroads	11/27/692

Advertiser	Original Date / Revision
American Crossroads	10/01/12 / 10/01/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																													
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23	3	10/08/12	10/08/12	Newschannel 3 News	6-630pm		:30			NM	1	\$840.00																																							
Week:		10/08/12	10/14/12	M-----	1	\$840.00																																													
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="6"></td></tr><tr><td>24</td><td>3</td><td>10/02/12</td><td>10/07/12</td><td>7-730pm</td><td>7-730pm</td><td></td><td>:30</td><td></td><td></td><td>NM</td><td>4</td><td>\$3,360.00</td></tr><tr><td colspan="2">Week:</td><td>10/01/12</td><td>10/07/12</td><td>-1111--</td><td>4</td><td>\$840.00</td><td colspan="6"></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							24	3	10/02/12	10/07/12	7-730pm	7-730pm		:30			NM	4	\$3,360.00	Week:		10/01/12	10/07/12	-1111--	4	\$840.00						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																													
24	3	10/02/12	10/07/12	7-730pm	7-730pm		:30			NM	4	\$3,360.00																																							
Week:		10/01/12	10/07/12	-1111--	4	\$840.00																																													
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																													
25	3	10/08/12	10/08/12	7-730pm	7-730pm		:30			NM	1	\$840.00																																							
Week:		10/08/12	10/14/12	M-----	1	\$840.00																																													
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																													
26	3	10/02/12	10/07/12	M-F 730-8pm	730p-8pm		:30			NM	4	\$3,360.00																																							
Week:		10/01/12	10/07/12	-TWTF--	4	\$840.00																																													
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																													
27	3	10/08/12	10/08/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$840.00																																							
Week:		10/08/12	10/14/12	M-----	1	\$840.00																																													
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																													
28	3	10/07/12	10/07/12	Sunday Prime	7-8pm		:30			NM	1	\$4,705.00																																							

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

Contract / Revision	Alt Order #
559641 /	07888660

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	American Crossroads	11/27/692

Advertiser	Original Date / Revision
American Crossroads	10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$4,705.00			
29	3	10/02/12	10/07/12	Late News (M-F)	11-1135p		:30			NM	4	\$5,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1111--				4	\$1,255.00			
30	3	10/08/12	10/08/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,255.00			
31	3	10/06/12	10/06/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$950.00			
32	3	10/07/12	10/07/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$950.00			
33	3	10/02/12	10/07/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1111--				4	\$485.00			
34	3	10/08/12	10/08/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$485.00			
35	3	10/06/12	10/06/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$110.00			
36	3	10/07/12	10/07/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$320.00			
37	3	10/02/12	10/07/12	NCAA Football	330-7p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$750.00			
38	3	10/02/12	10/07/12	NFL Today	Various		:30			NM	0	\$0.00
39	3	10/07/12	10/07/12	NFL Football (Early)	1-4p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$4,000.00			
40	3	10/06/12	10/06/12	NCAA Football	12-3p		:30			NM	2	\$3,990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				2	\$1,995.00			
<b>Totals</b>											<b>82</b>	<b>\$61,635.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	82	\$61,635.00	\$52,389.75
<b>Totals</b>	<b>82</b>	<b>\$61,635.00</b>	<b>\$52,389.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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